Executive Proclamation
State of South Dakota
Office of the Governor

Whereas, The vast majority of Americans recognize life insurance helps safeguard their families' financial security, and nearly 80 percent of U.S. households have some form of life insurance coverage; and,

Whereas, The life insurance industry, which holds $5 trillion in assets distributed among all segments of the economy, is a primary source of financial and retirement security to more than 75 million American families; and,

Whereas, The life insurance industry paid $58 billion to beneficiaries in 2007; and,

Whereas, Each year, life insurance benefits are a tremendous source of financial relief and security to families that are confronted by the death of a loved one; and,

Whereas, Despite the peace of mind life insurance brings to millions of American families, there are still too many Americans who lack adequate life insurance coverage; and,

Whereas, The unfortunate reality today is that 68 million adult Americans have no life insurance, and most of those with coverage have less than experts recommend; and,

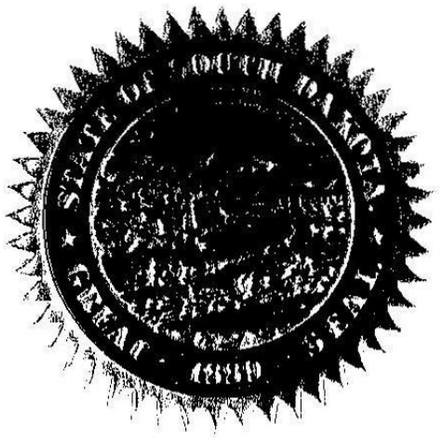
Whereas, When many families are struggling, life insurance coverage is more important than ever, because most people have far fewer financial resources on which to rely in the event of a premature death in their family; and,

Whereas, The nonprofit Life and Health Insurance Foundation for Education (LIFE) and a coalition representing hundreds of leading life insurance companies and organizations have designated September as "Life Insurance Awareness Month," whose goal is to make consumers more aware of their life insurance needs, seek professional advice, and take the actions necessary to achieve financial security for their loved ones:

Now, Therefore, I, M. Michael Rounds, Governor of the state of South Dakota, do hereby proclaim September 2009 as

LIFE INSURANCE AWARENESS MONTH

in South Dakota.



In Witness Whereof, I have hereunto set my hand and caused to be affixed the Great Seal of the state of South Dakota, in Pierre, the Capital City, this Fifth Day of August in the Year of Our Lord, Two Thousand and Nine.

M. Michael Rounds, Governor

Attest:

Chris Nelson, Secretary of State